

# Malvin YaaBari

Product Designer | UI/UX Designer | Design Lead

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## SUMMARY

Senior Product Designer with 6+ years designing B2C, B2B, SaaS, and Fintech products across web and mobile. Led end-to-end design, design systems, and high-impact features used by 100K+ users.

## CORE COMPETENCIES

Design System, Prototyping, AI Workflow, UI/UX Design, Wireframing, Ownership Mindset, Problem-solving, Product Strategy, Information Architecture, Accessibility, Agile Methodology, UX Writing, Metrics and Impact Analysis, Design Thinking, Visual Communication, User Research, Product Management, Web Design, Branding.

## TOOLS I USE

Figma, FigJam, Figma Make, Miro, AI Models, Whimsical, Photoshop, Illustrator, WordPress, Elementor

## WORK EXPERIENCE

### Product Designer

Trocah (*United Kingdom*)

Sep 2023- Present

- Built comprehensive style libraries and handover files to ensure seamless development integration, **boosting team efficiency by 30%**.
- Designed interaction flows, wireframes, and prototypes, achieving a **75% improvement in product usability**.
- Led story mapping and user experience definition processes, driving a **45% increase in user satisfaction**.
- Solved complex UX challenges by delivering data-driven design solutions aligned with business objectives.

### Senior Product Designer

AspaceLife Technology

Oct 2024- Jan 2025

- Shipped a design system for cross-platform consistency, **reducing QA-reported UI bugs by 60%** and **accelerating feature launches by 2x**.
- Led end-to-end design of Bulk-Payment feature used by 250K+ users, reducing transaction errors by **35% through intuitive error-state handling and real-time validation**.
- Partnered with the Product manager and stakeholders to simplify KYC flows, **cutting onboarding drop-offs by 50%**

- **Mentorship & Collaboration:** Lead design discussions and guide junior designers, fostering a collaborative environment and encouraging innovation and excellence.

## Senior Product Designer

BeHappy Ecosynergy

Sep 2022- 2024

- Conducted in-depth user research to derive actionable insights, **leading to a 40% boost in user engagement.**
- Developed and executed design strategies to **enhance user experience**, aligning cross-functional teams with product goals.
- Built and tested prototypes to validate design concepts, refining them through iterative feedback **for market-ready solutions.**
- Designed the marketing materials, ensuring alignment with the established brand identity, resulting in a
- **90% improvement in brand consistency and recognition**

## Lead Product and Brand Designer

Scud Technology LTD (*Nigeria*)

Nov 2020- Jun 2022

- Crafted visually captivating and highly user-friendly interfaces for websites, web apps, and mobile apps, contributing to an **85% increase in user satisfaction**
- Partnered with developers and stakeholders to ensure designs aligned with business and technical requirements.
- Conducted extensive user research and usability testing, collecting valuable feedback and insights from users, which directly informed design decisions, **leading to an 80% boost in user satisfaction**
- Recognized with multiple **accolades and appraisals** for consistently delivering exceptional work.

## EDUCATION

- Google UX Design Professional Certificate
- Master Digital Product Design
- Visual Branding
- Ultimate Figma Course
- BSc in Computer Science (UoPeople)